

# EMETAPHOR

MAY 2004

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## FIVE STEPS TO GOAL SETTING

By Jennifer Minar

What would you like to achieve in your lifetime?

Author Basil S. Walth once said, "If you don't know where you are going, how can you expect to get there?" These are words well spoken, because whether you're working toward freelancing full-time or selling your novels, you need a road-map.

Goals are indispensable. They provide direction, long-term vision and short-term motivation. They separate the important from the irrelevant. Goals also build self-confidence by helping you grow as an individual.

Olympic athletes, successful

business people, and (hint...) bestselling writers are goal setters. You aspire to greatness too, don't you? If you do, and you're not already setting goals, now is the perfect time to start.

Five Things to Remember When Setting Goals:

### 1. Write Goals Down

Always jot down your goals-this is powerful. The process of physically seeing your goals helps crystallize them in your mind. This process also better enables you to commit to them.

Interesting Fact: A popular Harvard Business School study once found that only 3% of the population records their goals in writing. Another 14% have goals but don't write them down, whereas 83% do not even have clearly defined goals. More interesting is that this 3% earned an astounding ten times that of the 83% group!

### 2. Make Goals Short, Attainable, & Measurable

Set attainable short-term goals that can be measured. This means setting quantifiable goals.

Contd. on page 2



"If you don't know where you are going, how can you expect to get

## REALIZE YOUR BOOK DREAM IN 2004!

By Judy Cullins

If you haven't realized the success you wanted last year, here's a way to reap the harvest with 86% improvement!

Use the power of visualization.

When you see, hear, and feel your book project already manifested through specific outcomes, you'll be in the 86%

success group. It's far easier to perceive specific outcomes as true when visualizing them as they already happened. Claim your dream as true now in specific outcomes.

This outcome, "I see myself signing autographed copies" is far more powerful than "I will autograph copies when my book is done." It's always easier to look back on what led to your

success than look down than long road ahead to a doubtful success because it's so far in the future.

Contd. on page 2

## FIVE STEPS TO GOAL SETTING

Contd. from page 1

Here are some examples:

Commit to writing a certain number of words each week

Submit at least two articles a week

Find two new markets each week

Take at least one writing course a year

Attend at least one writer's conference a year

Make your goals attainable so you won't get discouraged. The short-term goals above are attainable for me, but they may not be for you. Or maybe for you, my short-term goals aren't challenging enough.

Goals are very individual. You have to set your own goals...remember, you're charting your own course to success!

On the other hand, don't set wimpy goals simply because you're afraid to fail. Talane Miedaner, author of *Coach Yourself to Success* (McGraw-Hill/Contemporary Books, 2002) notes: "People sometimes give themselves 'weeny' goals-they play it safe so they don't fail...But the bigger the goal, the more likely you are to achieve it."

### 3. Create Deadlines

Without deadlines, your goals are merely dreams. Set deadlines for both short- and long-term goals, and I promise, you'll get there sooner!

Remember that deadlines can be flexible. Life changes and so do goals. Never be afraid to adjust the time-frame for a goal. What's important is to keep moving forward.

### 4. Look at your goals everyday!

Visual aids are an effective way to program your brain.

Reading and re-writing goals are two very effective visual aids. By physically re-writing your goals and pasting them in places you regularly frequent, you make them more real in your mind.

I read an article in this month's *Shape* magazine that inspired me. The author mentioned that before Sarah Ban Breathnach, author of the bestselling book & Oprah Pick *Simple Abundance: A Daybook of Comfort and Joy* (Warner Books, 1995) became a bestselling author, she pasted her name on the #1 spot of the New York Times bestseller list and posted it on her computer. Visual Aids like these give you that extra ammunition

that will make a difference.

### 5. Make Goal Setting a Routine

Begin every morning with a "To Do" list. This will help you organize and better manage your time. Plus, your goals will be right smack under your nose every day. Do not get discouraged over any unfinished items. Simply transfer them to the next morning's list.

The above said, keep your goals front and forward in your mind. Remember...you only get one chance to live your dreams!

In the words of Cecil B. De Mille: "The person who makes a success of living is the one who sees his goal steadily and aims for it unswervingly. That is dedication."

### About The Author

Jennifer Minar is a freelance writer in the health & fitness and writing markets. She is also the founder & managing editor of *Writer's Break* (<http://www.writersbreak.com>), a web site and ezine for fiction and creative non-fiction writers.

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"Make goal setting a routine."

**"The reason why worry kills more people than work is that more people worry than work."**  
—Robert Frost

## REALIZE YOUR BOOK DREAM IN 2004!

Contd. from page 1

If you're like me and are willing to be 86% successful or more, you'll want to use my "Book Dream Mental Rehearsal 5-Step System" below. I've used it for all my projects including writing compelling copy for my Web site home page.

Last January I applied this

system to write two new books: "How to Market your Business Online" and *Seven Sure-Fire Ways to Publicize your Book*. In two months I had two saleable books that are helping thousands realize their book and business dreams.

The Book Dream Mental Rehearsal 5-Step System

To help my prospective and regular clients realize their book and Internet marketing dreams, I finished these books last year: "Quadruple Your Online Book Sales in Four Months with Free Articles" and "How to Create your Web Site with Marketing Pizzazz."



"Commit to writing a certain number of words each week."

Contd. on Page 3

## REALIZE YOUR BOOK DREAM IN 2004!

Contd. from page 2

On a page in my business journal I wrote these phrases:

Now that they are finished...:

1. I SEE my Web sales continue to grow from \$1500 to over \$3000 each month. .

2. I HEAR seminar and teleclass participants' applause through outrageous testimonials praising my easy and fast internet marketing strategies any beginner can use

3. I FEEL grateful and exhilarated I get to have this adventure, enjoying easy work.

Now, you Can Create Your Writing Dream

1. Name your specific book dream as though it is already achieved.

2. Put your 3-part dream rehearsal (as above) on a 3 by 5 card! Include I see, hear, and feel followed by appropriate specific outcomes to help your dream manifest fast. Carry it around with you. Put it on your car visor, above your light switches, on your mirrors or refrigerator.

Claim your dream, then let go of it—each day in the AM upon awakening and in the

evening before sleep. Broadcast your desire to help attract the help you need—support, book or Internet marketing coaches, contacts, skills, even money!

3. Intend to manifest your book dream with all your heart, passion, energy, and focus. Know it can be yours. Start a special savings account for your book today, perhaps for publishing help, design help, writing and promotion help. Intention attracts action. Saving \$100 a month for 7 months I had more than I needed to complete one large project.

4. Attend to your project. Put time, energy, money, research, and practice into your task. Get up two hours earlier three days a week, join a teleconference book coaching group or writers workshop to get ongoing feedback and support. To reduce your learning curve, look like a pro and finish faster, partner with a book coach. Any effort you put into your project will pay off many times.

5. Let go of less important activities. Ask yourself "If I want to write or market this book or article, what must I say 'no' to?" Notice whenever you say 'yes' to one thing, you are saying 'no' to another.

Make your writing practice a top priority, or it will waste away. A new practice I developed in 2003, called "3 High-Level Activities a Day" brought me 17 new clients in just two months.

Important goals need to be put at the top of your to-do list. If you put them on the back burner, you will not be sharing your unique talent to help others, you will not reap the reward of ongoing, life-long income, you will not build credibility as the expert, and you will miss one of life's greatest adventures. Put yourself back on top of your to-do list.

### About The Author

Judy Cullins: 20-year author, speaker, book coach helps entrepreneurs manifest their book and web dreams.

[www.bookcoaching.com](http://www.bookcoaching.com)



"Put yourself back on top of your to-do list."

**"Writing is  
not a  
profession,  
occupation or  
job; it is not  
a way of life:  
it is a  
comprehensive  
response to  
life."**

**—Gregory  
McDonald**

## IMAGINE THE IMAGINATION

By Shadha Kudrath Ali

Imagine a three hundred page book was in the author's mind before it was poured out onto the pages of the book.

Imagine all those words are words we all know and use but one person takes those words and arranges them in a certain way in the mind; the person fuses these

words to form a story. Amazing isn't it?

Writers have a different way of seeing the world. They can see poetry in someone's hair and use it as metaphor for life or as an image to communicate a thought about something else that has nothing to do with hair.

But how is the writer able to use words in a fascinating

new way?

It is natural in the way they are, the way they think.

The same way language is an innate mechanism to us the same way writers have the ability to use language in a different sort of way to communicate feelings we all feel.

Contd. on page 4



"It's far easier to perceive specific outcomes as true when visualizing them as they already happened."

## IMAGINE THE IMAGINATION

Contd. from page 3

Although they use language in a different way what they write is about what we all feel; that is why we can relate. The reason why what is written sounds true to life is because it is poured out naturally because it expresses what the writer is feeling on the inside at the moment.

To see beauty in the growth of grass is the expression of the soft and aesthetic side.

But does that mean when stuck in a traffic jam the writer will not get impatient, when faced with dishonest persons the writer is not repulsed; when faced with the sight of a hunk flexing his muscles the writer does not think dirty little thoughts?

Absolutely not.

Just because the experience of grass growing does not embrace these experiences does not mean these aspects of the author are not present. within the author.

Words are simply used to express the self and are not a substitute for the entire self.

Ever heard of being dramatic?

In the moment of writing of the growth of grass the writer exists in that world and the self that writes the story is different from the other selves of the writer.

Do not think of many selves as being schizophrenic. You are open with close friends, distant with persons you do not like, professional with business associates and intimate with a loved one.

Of course the writer's self is in consonance with the other selves- in the mode of

thinking and being.

It is natural to be one self as naturally as the other selves, and writing means being imbued with the value and ideology system of the total self (that is the sum of all the other selves).

BUT

Does the writing of a piece during a depressed period make the person emotional who sentimentalizes everything?

The author in real life may prefer comedies to dramas.

Thoughts or portions of thoughts are focused upon that the other portions of the thought or other thoughts are not dealt with.

Think of standing before a forest and wanting to take a picture of all you see before you but all you have is a 35mm camera which is unable to photograph all of the trees many of which will have to be cut off from the photograph.

The writer then builds up portions of the thought or the thought into a literary piece for the audience.

We don't want to eat chips (fries) alone. We want a piece of meat or a slice of fish to go with it. And pour some ketchup and mustard on those chips.

This requires being dramatic.

Think of movies and soundtracks. At a certain point there is a certain feeling, a certain idea, a certain vibe and a song is played during the action to build up this aura.

The audience has to relate to what you have to say yet at the same time it has to be put forward in a different

way so the audience will be compelled to read about something they already know about.

Think of the night when sounds are heard. They may be sounds of the day but under the cover of the night when the other sounds are smothered you never heard those other sounds until now. The sounds harmless during the day suddenly become eerie in the quietness of the night.

This process converts the original thoughts into lies for they are built up for the purpose of being read by an audience and the original thought although present does not exist in its original setting of the mind but in a new setting on the page.

Don't you always think every time you see yourself in a picture you look much better when you look at yourself in a mirror than in the picture taken (by someone else [so too the writer writes as if beside the self]) of yourself for it does not look anything as fabulous as you really look in reality?

So just imagine that.

### About The Author

Shadha Kudrath Ali has self published her poetry collection (THIRD WORLD EXPERIMENT) MY COLLECTION OF POEMS as an ebook at [www.shadha.com](http://www.shadha.com). This poetry collection represents an experiment in poetry and a record of her radical thoughts.

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"Writer's have a different way of seeing the world."

**"The harder  
you work,  
the luckier  
you get."  
—McAlexander**

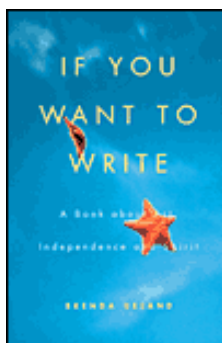


"Words are simply used to express the self and are not a substitute for the entire self."



## BOOKS FOR YOU

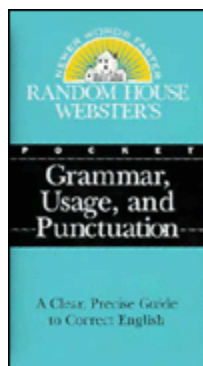
If You Want to Write  
By Brenda Ueland



If you're pining away and need some creative boost, this is the book to read. Her message is simple, and full of inspiration: that you are creative and have something important to say.

Paperback, 180 pp

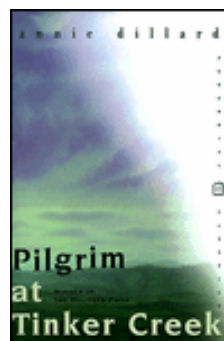
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<http://www.gocreate.com>

**Creative Center of the Universe**

Offers various consultation resources for writing, creative thinking, idea generation, innovation, and problem solving.

We recommend visiting the Brainline, an online collaborative idea generator.



<http://www.mindtools.com>

Mind Tools outlines important life and career skills in easy to understand language. These are supported by simple examples and exercises that expand and reinforce your understanding.

Learn personal effectiveness, goal setting, and stress management. Further, discover techniques that improve creativity, assist problem solving, organize time and deadlines, and improve your memory.

**"Words are,  
of course,  
the most  
powerful  
drug used by  
mankind."  
—Rudyard  
Kipling**



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eMetaphor helps writers reach their writing goals, using a holistic approach and self-mastery skills.

## LETTERS TO THE EDITOR:

"Thank you so much! I keep forwarding your newsletter to all the writers I know!"

—Beth S.

"eMetaphor is inspiring. Thank you for all you do for writers and best wishes."

—Jerry M.

"eMetaphor is an interesting approach (and much needed) in becoming a great writer. Keep the newsletters coming!"

—Rebecca P.

*eMetaphor wants to hear from you! Send your comments to: [comments@emetaphor.com](mailto:comments@emetaphor.com)*

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- \* a feature article on self-discipline for writing
- \* Inspirational quotes that keep you motivated
- \* a resource section to help get the most out of your writing
- \* writing meditations that help condition the mind
- \* book recommendations related to writing

If you are looking to improve your writing skills, or to pursue writing as a career, but need the guidance and self-discipline that fills your whole self, then eMetaphor may be the solution for you.

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## EMETAPHOR : KNOWLEDGE, INSPIRATION & SELF-DISCIPLINE FOR WRITING

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## WRITER'S GUIDELINES (SUBMISSIONS)

eMetaphor is currently accepting articles, 500 – 1000 words in length, under the following content categories:

*Inspirations*  
*Build Your Skills*  
*Self-Discipline*  
*Meditations*  
*Books for You*  
*Resources*

We are also accepting book recommendations and website resources that coincide with our site. Keep in mind that our site is geared towards a holistic approach

of "feeding the whole writer."

We recommend that you become familiar with our magazine before submitting to get a feel of type of content we publish and to better understand our mission. Articles should be practical and inspirational; we also encourage articles that share your success and tell your stories of how you have achieved success as a writer.

No monetary compensation is available at this time, but our ezine will offer you important exposure. We will

include, at the end of your article, a promotional statement about who you are, what you do, and how readers can find you and your work. If you have a web site, the statement will include a link to your site. You keep all rights to your work.

An archive of previous issues will be available so you can also create direct links to your published articles for future clients, agents, publishers, etc. Therefore, publishing with eMetaphor will provide you with an opportunity to provide long-



We do accept full articles for submission, but if you are unsure of a submission, you might want to query first.

Submissions need to be in plain text in order to be accepted, due to formatting requirements and to be sure your article is published correctly. Thanks and good luck!

Send queries, questions, and submissions to:

[submissions@emetaphor.com](mailto:submissions@emetaphor.com)